

23. (Amended) The method of Claim 22, wherein the step of connecting to the second location comprises:

5 in response to the step of scanning and the step of associating, accessing a database having stored therein a plurality of unique values for a plurality of products, each associated with routing information over the global communication network to one of the plurality of second locations;

comparing the output unique value with the stored unique values in the database; and

10 if a match exists between the output unique value and any of the stored unique values:

retrieving from the database the associated routing information to the second location, and

connecting the first location to the second location on the global communication network in accordance with the retrieved routing information.

26. (Twice Amended) The method of Claim 23, wherein the step of accessing the database comprises the steps of:

5 accessing a remote location on the global communication network at an intermediate node thereon;

forwarding the unique value and unique device ID to the intermediate node;

wherein the database is disposed at the intermediate node; and

10 retrieving the associated routing information from the database in the event of a positive match and forwarding the retrieved routing information back to the first location and connecting the first location to the second location in accordance with the retrieved information.